

Preliminary information

Goals

What is the purpose of this project or event?

Who is the audience you are targeting?

How does this event relate to your mission and vision?

Begin with 2 to 3 goals for the event.

Tasks

List all the components of the event you want to have.

Be sure these relate to your goals.

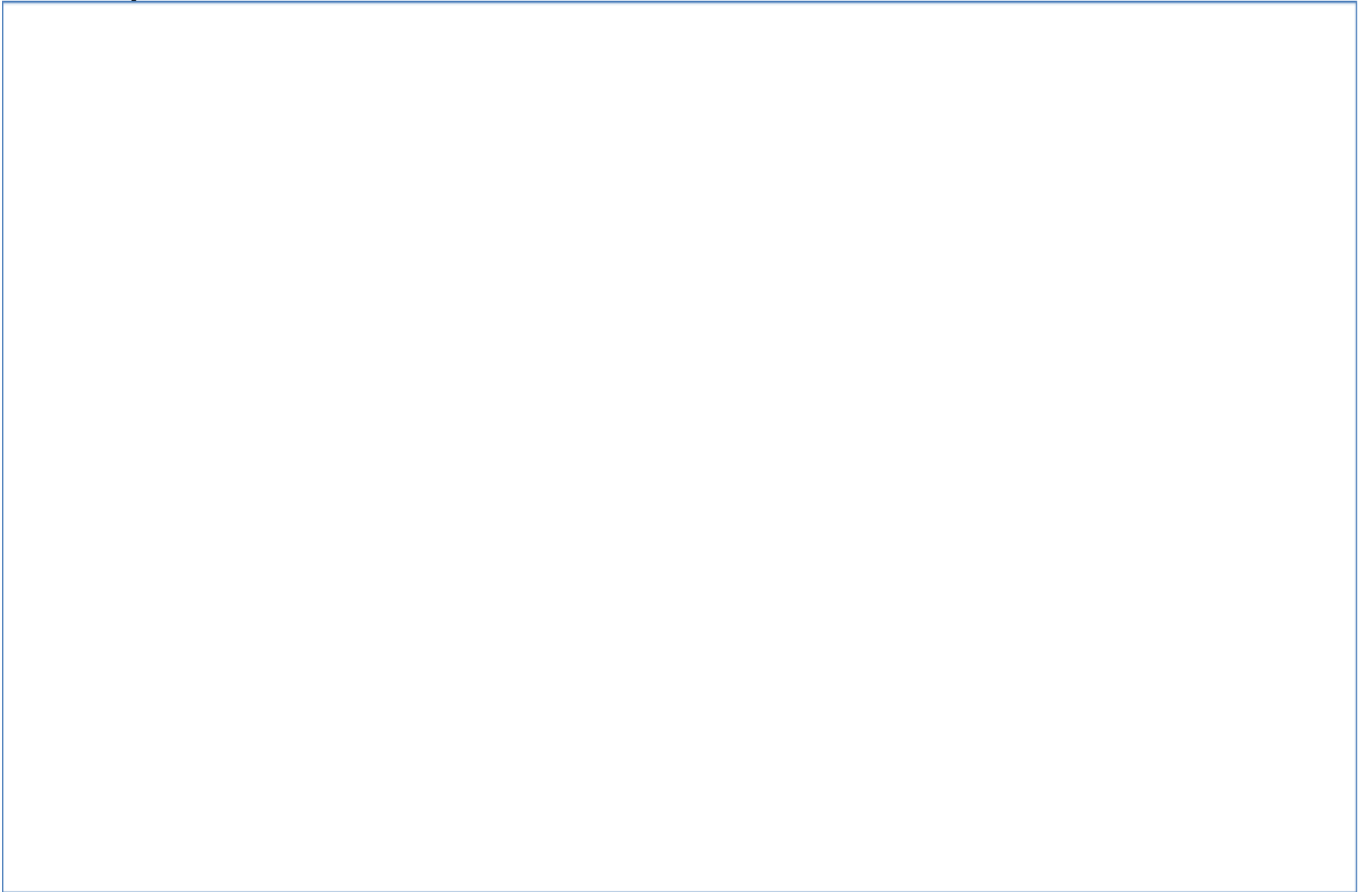
What are things you need to be able to accomplish this?

What are their tasks?

<p>Assumptions:</p> <p>Anticipated problems with tasks and suggested solutions.</p>	
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<p>Roles:</p>	<p>Core Team:</p>	
	<p>Team leaders:</p>	
	<p>Set up:</p>	
	<p>Clean up:</p>	
	<p>Day of time keeper:</p>	
	<p>Any others roles...?</p>	

Garden Layout for Event



OUTREACH	
<p>What are some materials you can use to promote your event?</p> <p>What is the key information these materials need to include? <i>(Remember to include a contact and # or email) Flyers Postcards Social Media (flyers, posts, social media strategy)</i></p>	
<p>Tabling Is there any local event you can table about your upcoming event? Or drop off any materials?</p>	
<p>Flyering Where are some places you can flyer in the neighborhood? --Identify community places where people regularly visit such as laundromats, bodegas, community centers. --Consider door knocking.</p> <p>Make a plan. --How often do you want to flyer? What is feasible?</p>	
<p>Social Media Develop a social media plan. --How far in advance would you like to post? --Would you like to post monthly? --Weekly, as it gets closer to the event date?</p>	